

PRESS RELEASE

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Contact Person	Will Herman
Company	APEAL
E-mail address	Will.herman@thejargongroup.com
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STEVE CLAUS TO LEAD APEAL AS SECRETARY GENERAL

APEAL, the Association of European Producers of Steel for Packaging, is excited to announce the appointment of Steve Claus as its new Secretary General, effective December 4th.

Steve brings over 20 years of expertise in Extended Producer Responsibility (EPR), as well as a wealth of experience in the collection, sorting, and recycling of packaging waste.

Having initially joined APEAL in 2018 as Sustainability Manager, Steve has played a crucial role in various technical projects for packaging steel. His responsibilities have spanned areas such as recyclability, recycling rates, Life Cycle Analysis (LCA), and Product Environmental Footprint (PEF). He has recently been actively engaged with policymakers to underscore the pivotal role of permanent materials such as steel in a more circular economy, during ongoing discussions on Packaging and Packaging Waste Regulation (PPWR).

“During his 5 years at APEAL Steve has demonstrated leadership, expertise, and a passion for circular thinking. We are thrilled that he will be leading APEAL during this time of great innovation, both in packaging sustainability with PPWR, but also in the steel industry with the transition to greener steel,” said APEAL President Luc Brantjes.

Steve replaces Alexis Van Maercke who served in the position for seven years and has now chosen to explore new opportunities in a different industry.

“I’m looking forward building upon the industry’s already strong sustainability credentials and demonstrate the invaluable role that steel for packaging will play in shaping a more circular future,” said Steve.

Steve previously held diverse positions at Fost Plus, the Belgian EPR scheme for household packaging in Belgium, worked for EXPRA, an EPR Alliance, and provided guidance in and outside the EU to both industry and authorities in establishing innovative and sustainable circular models based on EPR. He holds a master's degree in applied economics from the University of Antwerp.

APEAL looks forward to the continued success and growth under his leadership.

Media enquiries:

Will Herman
The Jargon Group
00 44 (0) 7757 736579
Will.herman@[thejargongroup.com](mailto:will.herman@thejargongroup.com)

APEAL:

Patricia Mobbs
Communications Manager
E-mail: p.mobbs@apeal.be

www.apeal.org
www.steelforpackaging.org

About APEAL

APEAL, the Association of European Producers of Steel for Packaging, is a federation of the major producers of steel for packaging in Europe. Its members (Acciaierie d'Italia, ArcelorMittal, Tata Steel, thyssenkrupp Rasselstein and U.S. Steel Košice) employ over 200,000 workers in Europe, 15,000 of whom are employed directly the production of steel for packaging across 11 dedicated manufacturing sites.

About Steel for Packaging

Steel is a unique packaging material, combining exceptional performance capabilities with unrivalled environmental credentials. Strong, formable and long-lasting, steel offers numerous benefits for the safe packaging of a wide variety of products.